



WPTV

## ORDER

Print Date 10/31/12

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Flight Dates 10/03/12-10/09/12

Contract / Revision 311065 /

Original Date / Revision  
09/13/12 10/05/12

Advertiser West / Republican / Congress

Agency Strategic Media Services

Buying Contact

3299 K Street NW - Suite 200  
Washington, DC 20007

Product

Allen West for Congress

Agency Com 15%

Billing Contact

3299 K Street NW - Suite 200  
Washington, DC 20007

Sales Office EWSDC

Sales Region NAT

Agency Ref 2

Order Sep 00:20:00

Estimate # Order # 79 Add

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A25-54

Rev Codes POL POL CAND

Product Codes PL

Priority P-1

Advertiser Ref

Primary Account Executive  
Marta Salazar-Perren

Account Executive	Order%	Start Date	End Date
Marta Salazar-Perren	100%		

Order Share 40% Market Value 27375

Competing Station	% of Order	Amount
CABLE	%	0
UNKWN	60%	16425
WFGC	%	0
WFLX	%	0
WPBF	%	0
WPEC	%	0
WPPB	%	0
WPXP	%	0
WTCE	%	0
WTCN	%	0
WTVX	%	0
WXEL	%	0

## Order Totals

Month	# of Spots	Net Amount	Gross Amount	Rating
October 2012	13	\$9,307.50	\$10,950.00	0.00
Totals	13	\$9,307.50	\$10,950.00	0.00

## Billing Plan

Start Date	End Date	# Spots	Net Amount	Gross Amount
10/01/12	10/09/12	13	\$9,307.50	\$10,950.00

													Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
N 1	WPTV	10/03/12	10/09/12	M-F 6-7a M-F 6-7a	CM	6-7a	11-11--	:30	4	\$900.00	P-1	0.00 NM	4	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/03/12	10/09/12	11-11--	4		\$900.00		0.00					
N 2	WPTV	10/03/12	10/09/12	Sa 6-7a Sa 6-7a	CM	6-7a	-----S-	:30	1	\$325.00	P-1	0.00 NM	1	\$325.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/03/12	10/09/12	-----S-	1		\$325.00		0.00					
N 3	WPTV	10/03/12	10/09/12	M-F 10-11a M-F 10-11a	CM	10-11a	11--1--	:30	3	\$475.00	P-1	0.00 NM	3	\$1,425.00



**WPTV**

Print Date: 10/31/12

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Contract / Revision    **311065**    Flight Dates **10/03/12-10/09/12**

Hiatus Dates

Original Date / Revision    09/13/12/    10/05/12

Order Sep    00:20:00

Advertiser    **West / Republican / Congre**    Product **Allen West for Congress**    Estimate #    **Order # 79 Add**

													Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
N 3	WPTV	10/03/12	10/09/12	M-F 10-11a M-F 10-11a	CM	10-11a	11--1--	:30	3	\$475.00	P-1	0.00 NM	3	\$1,425.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/03/12	10/09/12	11--1--	3		\$475.00		0.00					
N 4	WPTV	10/03/12	10/09/12	M-F 11-12n M-F 11-12n	CM	11a-12p	1-----	:30	1	\$350.00	P-1	0.00 NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/03/12	10/09/12	1-----	1		\$350.00		0.00					
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg Type</u>		
1	WPTV	10/03/12-10/09/12		M-F 11-12n	11a-12p		M-----	:30		<del>(\$350.00)</del>		0.00 NM		
Credited														
N 5	WPTV	10/03/12	10/09/12	M-F 7-730p M-F 7-730p	CM	7-730p	-1-----	:30	1	\$950.00	FX	0.00 NM	1	\$950.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/03/12	10/09/12	-1-----	1		\$950.00		0.00					
N 6	WPTV	10/03/12	10/09/12	M-F 730-8p M-F 730-8p	CM	730-8p	1-----	:30	1	\$950.00	FX	0.00 NM	1	\$950.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/03/12	10/09/12	1-----	1		\$950.00		0.00					
N 7	WPTV	10/03/12	10/03/12	M-F 730-8p M-F 730-8p	CM	730-8p	--1----	1:00	1	\$1,550.00	P-1	0.00 NM	1	\$1,550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/03/12	10/09/12	--1----	1		\$1,550.00		0.00					
N 8	WPTV	10/03/12	10/09/12	NFL Pregame NFL Pregame	CM	4-10p	-----1	:30	1	\$1,200.00	P-1	0.00 NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/03/12	10/09/12	-----1	1		\$1,200.00		0.00					
N 9	WPTV	10/03/12	10/03/12	M-F 10-11a M-F 10-11a	CM	10-11a	--1----	1:00	1	\$950.00	P-1	0.00 NM	1	\$950.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/03/12	10/09/12	--1----	1		\$950.00		0.00					
Totals													13	\$10,950.00